

George W. Goethals & Co., Inc.

Established 1916

Managers of Corporations • Examiners of Properties

40 Wall Street, New York

Gen. George W. Goethals, President

THIS company makes available the services, under the active presidency of Gen. George W. Goethals, of a group of men of broad experience in the management of important enterprises. Its activities include:

Examinations and Reports upon industrial and commercial activities of any kind, particularly of corporations which are being financed or re-financed, or where judgment from an impartial source upon the product, production or sales conditions is desired.

Complete Management of a going enterprise, in all its aspects, including finance, accounting, design of the product, production and sales, subject to the control of its Board of Directors.

Organization of a new enterprise, and its development, subject to the control of its Board of Directors.

Re-organization by temporary management of an existing enterprise, subject to the control of its executives or Board of Directors.

Management of an enterprise in process of dissolution during the period of its liquidation.

Partial Management of an enterprise, by supervision of a particular department or activity, such as design of the product, manufacture or distribution, under the general supervision of the executives of the business.

Advisory Relations with executives of an enterprise in the solution of particular problems, either temporary or permanent.

A member of the organization of George W. Goethals & Co., Inc., is placed in charge of each task it undertakes. He has the constant assistance of its highly trained advisory staff.

The advantages of such management lie in its stability and assured continuity, and in the wide resources of experience and personnel, afforded by such an organization.

Goethals, Wells & Co., Inc.

Engineers • Designers • Constructors

150 Nassau Street, New York

Gen. George W. Goethals, President

GOETHALS, WELLS & COMPANY, Inc., is a subsidiary of George W. Goethals & Company, Inc. It is composed of a group of men with records of achievement in engineering and construction.

Range of Operations: It undertakes the design and management of construction of all classes of engineering and building projects.

Complete Service: Begins at the inception of a project and carries through to the completed structure, creating designs, managing construction, and in certain classes of structures planning production lay-outs, selecting and installing machinery and establishing methods of operation.

Fixed Fee: Goethals, Wells & Company, Inc., works upon a fee, fixed in advance by contract for its complete service. It acts as technical agents for the owner either (a) employing special contractors for each class of work, or (b) organizing a construction force, paid by the owner and directed by Goethals, Wells & Company, Inc., or (c) by

combination of these methods. This fee will in the general case be lower than the aggregate of fees otherwise paid for technical services.

Lower Aggregate Cost: The cost of the structure is less because construction is done by the organization responsible for the design, thereby eliminating costly errors and revisions. This advantage is particularly apparent where the lay-out and installation of machinery are involved. In certain classes of structures, the Goethals' plan of operations begins with the study of the production methods to be used, and builds the plant to fit. Expensive changes in buildings or inefficient arrangement of equipment are often made necessary when a plant is designed without expert knowledge of the manufacturing processes.

Time Saved: This method of operation also permits of considerable saving of time. Construction can often be started before all details of the plan are completed. Interruptions due to lack of coordination between designers and contractors are avoided.

